



**EAST
TEXAS
FOOD
BANK**

**East Texas Food Bank
Brand & Style Guidelines**

ABOUT THE ETFB LOGO



The East Texas Food Bank logo is comprised of two parts: the wheat stalk and the wordmark. The new logo is a design refresh on the ETFB logo that was introduced in August 2011. The wheat stalk, identified with ETFB and food banking, complements the Feeding America brand logo. The word mark uses the Gotham font in all capital letters.

The color palette remains the same to align with the Feeding America brand standards.

PRIMARY LOGO USAGE

The East Texas Food Bank's primary logo is comprised of two parts: the wheat stalk symbol and the East Texas Food Bank word mark. When reproducing the logo, never redraw, alter or distort the relationship between these two parts. Additionally, the wheat stalk should appear in the Primary Orange color and the word mark should appear in the Primary Green color.



Logo Colors



Primary Orange
PMS 144 C/U
R 237 G 139 B 0
#ED8B00



Primary Green
PMS 371 C/U
R 84 G 98 B 35
#546223

ALTERNATE LOGO USAGE

When possible, use the 2-color version of the mark in the vertical format. In situations where space is limited or when the format is extremely horizontal, a horizontal format is available to ensure maximum impact. Only approved logos shown below can be used without prior approval of the ETFB Communications Department.

Vertical Orientation Logos



2-Color Primary Logo



1-Color Black



Reversed Logo

Horizontal Orientation Logos



2-Color Primary Logo



1-Color Black



Reversed Logo

USAGE

When using the ETFB logo, it is important to maintain a consistent treatment across multiple platforms and media. The guidelines in this section will ensure that the logo is displayed in an effective manner, including how it should be presented in relation to other partner brand logos.

Clear Space Requirements

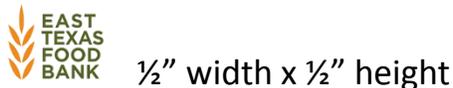
Clear space is the amount of space around the logo that must be free from text and graphics to ensure that the logo stands out. It is acceptable to apply the logo over subtle background textures or light areas in photography where maximum legibility can still be achieved.



Minimum Size Requirements

In order to ensure maximum legibility, the logo should never be reproduced any smaller than the sizes shown below.

Vertical



Horizontal



UNACCEPTABLE USAGE

The ETFB has a complete logo library that provides access to all the versions of the logos in these guidelines, and give you everything you need to create impactful, consistent brand communications. Below are examples of incorrect usage of the ETFB logo. These examples apply to all versions in the ETFB logo library. For questions about correct usage, please contact the ETFB Communications Department.



Do not change the logo colors.



Do not use ANY old ETFB logos.



Do not distort or redraw the logo.



Do not rotate the logo.



Do not use the logo on solid background colors that make any part of the logo difficult to see

Co-Branding Guidelines (Corporate Partners)

When the ETFB logo will be used with other corporate and campaign logos, make every effort to ensure the ETFB logo carries the same overall weight and size as the other accompanying logos. Size limitations may require using the logo with horizontal orientation. ETFB Communications and/or ETFB Development may make exceptions as required.

Vertical Orientation



Horizontal Orientation



Co-Branding Guidelines (Feeding America)

As a proud member of the Feeding America network, the ETFB has the privilege of using the Member of Feeding America signature on our marketing and advertising materials. As a general rule, we do not include the lockup of Member of Feeding America with the ETFB logo, rather it is used as a stand apart graphic on materials as warranted. For questions regarding the usage, please contact the ETFB Communications Department.



Location of Approved Logos

The ETFB Communications Department maintains a folder of approved logos for usage by ETFB staff. This folder is located on the S: Shared network drive as follows:

S:/Communications/ETFB Logo

If you need a different file type, please contact the ETFB Communications Department to create a version specific for your needs.

Additionally, approved logos can be found and downloaded from EastTexasFoodBank.org under the “Who We Are” -> “Media Room” -> “Logos & Brochures”.